



Paula Jill Krasny

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Paula Jill Krasny is a partner in the Intellectual Property Group. For 30 years she has been devising and implementing strategic, practical and cost-effective solutions to businesses seeking to build, monetize, protect and increase the equity in their brands and other IP assets.

Having served as a leading IP strategist and trusted advisor to some of the world's leading brands, Paula has extensive experience working in a variety of industries, including consumer products, apparel, finance, insurance, hospitality, professional services, technology, trade associations and non-profits. Paula regularly works with multinational, startup and cross-disciplinary teams. She helps clients realize their business objectives by developing and implementing programs to build global trademark portfolios, reduce the risk of infringements and increase the value of intellectual property assets.

Paula is an international speaker and thought leader and serves on the Board of the Anti-Defamation League (Greater Chicago Upper Midwest Region). She is the recipient of numerous prestigious awards, and in 2011, the Anti-Defamation League recognized Paula as a *Woman of Achievement*, an honor given to select female executives for their civic contributions.

Bar Admissions

Illinois

Education

Northwestern University School of Law, J.D.

Vassar College, A.B.

Harvard University (visiting undergraduate student)

Memberships

International Trademark Association

Illinois State Bar Association

Awards

The Best Lawyers in America, Trademark Law, 2019

Illinois Leading Lawyer - IP and Advertising, Illinois Leading Lawyers Network, 2004-2012, 2016-2019

AV Preeminent® Rating (highest possible rating) in the Martindale Hubbell Legal Directory based on peer review by lawyers and judges

"The World's Leading Trademark Professionals" World Trademark Review, 2017-2019

"Guide to the World's Leading Trademark Lawyers" Euromoney Legal Media's Group, 2000-2012, 2016, 2018

"Guide to the World's Leading Women in Business Law" Euromoney Legal Media Group, 2010-2012, 2015-2018

"Woman of Achievement" Anti-Defamation League (Chicago/Midwest Chapter) - Honor given to female executives for their civic contributions, 2011

Top 100 Women Business Lawyers in Illinois, Illinois Leading Lawyers Network, 2008-2010

Top 100 Women Lawyers in Illinois, Illinois Leading Lawyers Network, 2005-2008